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A Study on Consumer Preference and Satisfaction towards First Cry Baby Products in Erode District

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ABSTRACT

FirstCry is one of India's largest online and offline retailers dedicated to baby and kids' products. Established with the goal of making parenting easier, FirstCry offers a comprehensive range of items including clothing, toys, diapers, feeding essentials, skincare products and nursery furniture. The brand partners with trusted domestic and international manufacturers to ensure safety, quality, and innovation in all its offerings. With a user-friendly digital platform and a growing network of physical stores, FirstCry provides a seamless shopping experience for parents. Its commitment to customer satisfaction, affordability, and convenience has made it a preferred choice for millions of families.FirstCry is a leading Indian brand specializing in baby and kids' products, offering a wide range of items including clothing, diapers, toys, skincare, and feeding essentials. Established to simplify parenting, FirstCry combines convenience with quality by providing top-notch products from both national and international brands. With a strong presence online and through retail outlets, the company ensures accessibility and a seamless shopping experience for parents. FirstCry's commitment to safety, affordability, and customer satisfaction has made it a trusted destination for baby care needs across the country.

Keywords: Babycare, Newborn Essentials, Diapers, Baby Clothing, Toys And Games, Feeding Accessories,Maternity Products, Nursery Furniture, Child Safety, Baby Grooming, Baby Gear,Parenting Solutions, Firstcry Online Store, Baby Brands India

INTRODUCTION

In recent years, the baby care industry has seen significant growth, driven by rising awareness among parents about the importance of quality products for their children. First Cry has emerged as a prominent player in this sector, offering a diverse range of products, including clothing, toys, diapers, skincare, and baby gear. With its extensive online and offline presence, First Cry has established itself as a trusted brand for parents seeking convenience, variety, and reliability. Understanding consumer preferences and satisfaction towards First Cry products is crucial for the brand to maintain its competitive edge. Parents are often highly selective when purchasing products for their children, prioritizing factors such as quality, safety, affordability, and accessibility. This study aims to explore consumer behavior, preferences, and satisfaction levels with First Cry baby products, providing insights into their buying decisions and overall brand perception.

The introduction of such a study is vital for identifying areas where First Cry excels and areas needing improvement. It will also help the company tailor its offerings to meet the evolving needs of parents and strengthen its position in the market. This research serves as a guide for the company to ensure sustained growth by enhancing customer satisfaction and loyalty.

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Erode, being a rapidly developing region in Tamil Nadu, is characterized by a growing population of young parents who prioritize the quality, safety, and affordability of baby products. Understanding their preferences and satisfaction levels will provide valuable insights into the factors influencing purchase decisions and the brand's market position in the region.

STATEMENT OF THE PROBLEM

- The baby care industry has experienced rapid growth, with an increasing number of brands offering products tailored to the needs of infants and young children.
- The problem, therefore, lies in understanding the specific preferences of First Cry's target consumers, identifying factors that influence their satisfaction levels, and addressing any gaps between customer expectations and the company's offerings.
- This study seeks to explore these aspects and provide actionable insights to enhance customer satisfaction and brand loyalty for First Cry.

SCOPE OF THE STUDY

- The research will focus on urban and semi-urban regions of Erode, where First Cry has a widespread presence.
- This research study helps the researcher in understanding the awareness and level of expectations of the customers.
- It has got the wider opportunity to expand and growth. As the demand for the first cry baby products are inextinguishable.
- It has the challenge to make the concept more popular and make effective use of technology and to reach the common man.
- This study will examine consumer preferences and satisfaction with a broad selection of First Cry products.
- The study will capture preferences and satisfaction during this specific period, providing an accurate reflection of present consumer opinions.

OBJECTIVES OF THE STUDY

- To identify the most preferred categories of baby products from First Cry (e.g., clothing, diapers, toys, baby gear).
- To measure overall customer satisfaction with First Cry products in terms of quality, variety, and availability.
- To assess the role of promotions, discounts, and online advertising in influencing purchasing decisions.
- To examine how consumer preferences and satisfaction vary across different demographic groups, including age, income, education level, and family structure.
- To evaluate the perception of First Cry as a brand in terms of trustworthiness, product safety, and reliability.

METHODOLOGY OF THE STUDY

Research methodology is a way to systematically solve the research problem. The research methodology includes the various methods and techniques for conducting research. It may be understand as a science of studying how research is done successfully.

RESEARCH DESIGN

The formidable problem that follows the task of defining research problem is the preparation of the project, popularity known as the research design. Design regarding what, when, how much and by what means concerning an inquiring or research studies constitute a research design. A research design is arrangement of collection and analysis of data.

PAST LITERATURE REVIEW OF FIRSTCRY BABY PRODUCTS

- **Rushant Singh (2017)**, in his study on consumer's buying behavior towards online shopping, the main aim of study was to examine and analyses the consumer's buying behavior pattern towards online shopping.
- **Chirag Parmar, (2015),** the main objective of the research is to study, especially the major option for payments in online shopping. There are several payment option for in online purchasing such as credit card, debit card, cash on delivery or EMI option, gift voucher or wallet.
- **Khosla and Kumar (2017),** in their report coined that some of the trends are expected to come in near future in e-commerce can be growth in Omni channel, niche businesses, merges and acquisitions, trapping more rural markets, rise in digital payment modes, better infrastructure and supply chain management.
- **Nanehkaran, Y.A. (2013)** stated that electronic commerce is a powerful process that has fundamentally changed the current human life. It is one of the main criteria of revolution of information technology and communication in the field of economy.
- **Zemithaml, V.A., Bitner, M.J., &Gremier, D.D. (2006)** discusses service marketing strategies, including managing customer satisfaction, which is applicable to retail environments like first cry.

LIMITATION OF THE STUDY

- The study focuses on urban and semi-urban areas of Erode District, where First Cry has a significant presence.
- The study will rely on a specific sample size of respondents. While efforts will be made to ensure diversity, the sample may not completely capture the preferences of the entire First Cry customer base.
- The study is limited to data collection within a specific time frame (e.g., 2–3 months). This may not account for seasonal variations in purchasing behavior or long-term shifts in consumer preferences.
- While, the study will cover a range of First Cry products, it will not analyze every individual product category in depth.

FINDINGS

PERCENTAGE ANALYSIS

- The majority 76% of the respondent are female.
- The maximum 45% of the respondents are belongs to the age group of 20-30 years.
- The majority 55% of the respondents are having college level education.
- The maximum 43% of the respondents are home maker.
- The maximum 50% of the respondents are earning a monthly income of Rs.30000-Rs .40000.
- The majority 60% of the respondent are living in Nuclear family.
- The maximum 40% of the respondents are living in Urban.
- The maximum 42% of the respondents are having 1 child.
- The maximum 47% of the respondents are less than 2 years.
- The majority 60% of the respondents are hear through social media.
- The maximum 37% of the respondents are aware through family member.
- The maximum 50% of the respondents buy the product at baby shop.
- The maximum 40% of the respondents are buying Nursery furniture and gear.
- The maximum 30% of the respondents are buying the products monthly once.
- The maximum 45% of the respondents prefer brand name of the products.
- The maximum 30% of the respondents are amount spending between Rs.1000 – Rs.2000.
- The majority 60% of the respondent are buy the products on online.
- The majority 60% of the respondent are satisfied with the product.
- The maximum 41% of the respondents are prefer better quality of the products.

CHI-SQUARE ANALYSIS

- There is no significant relationship between gender and the level of satisfaction towards first cry baby products.
- There is no significant relationship between age the level of satisfaction towards first cry baby products.
- There is no significant relationship between educational qualification and the level of satisfaction towards first cry baby products.
- There is no significant relationship between occupation and the level of satisfaction towards first cry baby products.
- There is no significant relationship between monthly income and the level of satisfaction towards first cry baby products.

WEIGHTED AVERAGE ANALYSIS

- It is identified from the analysis that the problem quality was ranked first by the respondents with the weighted average score of 30.35 points.
- It is identified from the analysis that the problem brand was ranked second by the respondents with the weighted average score of 26.38 points.
- It is identified from the analysis that the problem design was ranked third by the respondents with the weighted average score of 21.92 points.
- It is identified from the analysis that the problem price was ranked fourth by the respondents with the weighted average score of 21.32 points.

SUGGESTIONS

- The study has also reveals that the price of first cry baby products is generally high, hence it is suggested that price of first cry baby products must be reduced.
- To attract new people new products can be introduced.
- To company should concentrate more on advertisement in television, internet etc.,
- Promotional offers like free gift should be given.
- The company has to concentrate on the proper cleanliness and should provide customers good ambience.

CONCLUSION

First Cry has established itself as a reliable and customer-focused brand in the baby and kids' product industry. With a vast range of high-quality, safe, and affordable products, it has become a preferred choice for parents looking for convenience and trustworthiness. The brand's success lies in its ability to adapt to changing consumer needs, offering not only essential baby products but also value-added services such as expert parenting advice, personalized recommendations, and loyalty programs. By continuously improving its product offerings, enhancing digital experiences, and expanding its global presence, First Cry can further solidify its market leadership. Moving forward, a greater emphasis on sustainability, innovation, and customer engagement will be key to maintaining its competitive edge. By staying committed to its mission of providing the best for babies and parents, First Cry is poised for continued growth and success in the baby care industry.

Most of the consumer buying decisions is depend on the quality and many branded products are available in first cry baby products. A survey of the people has been conducted to know the liking pattern of the baby products. It is observed that overall people like to use particular type of baby.

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